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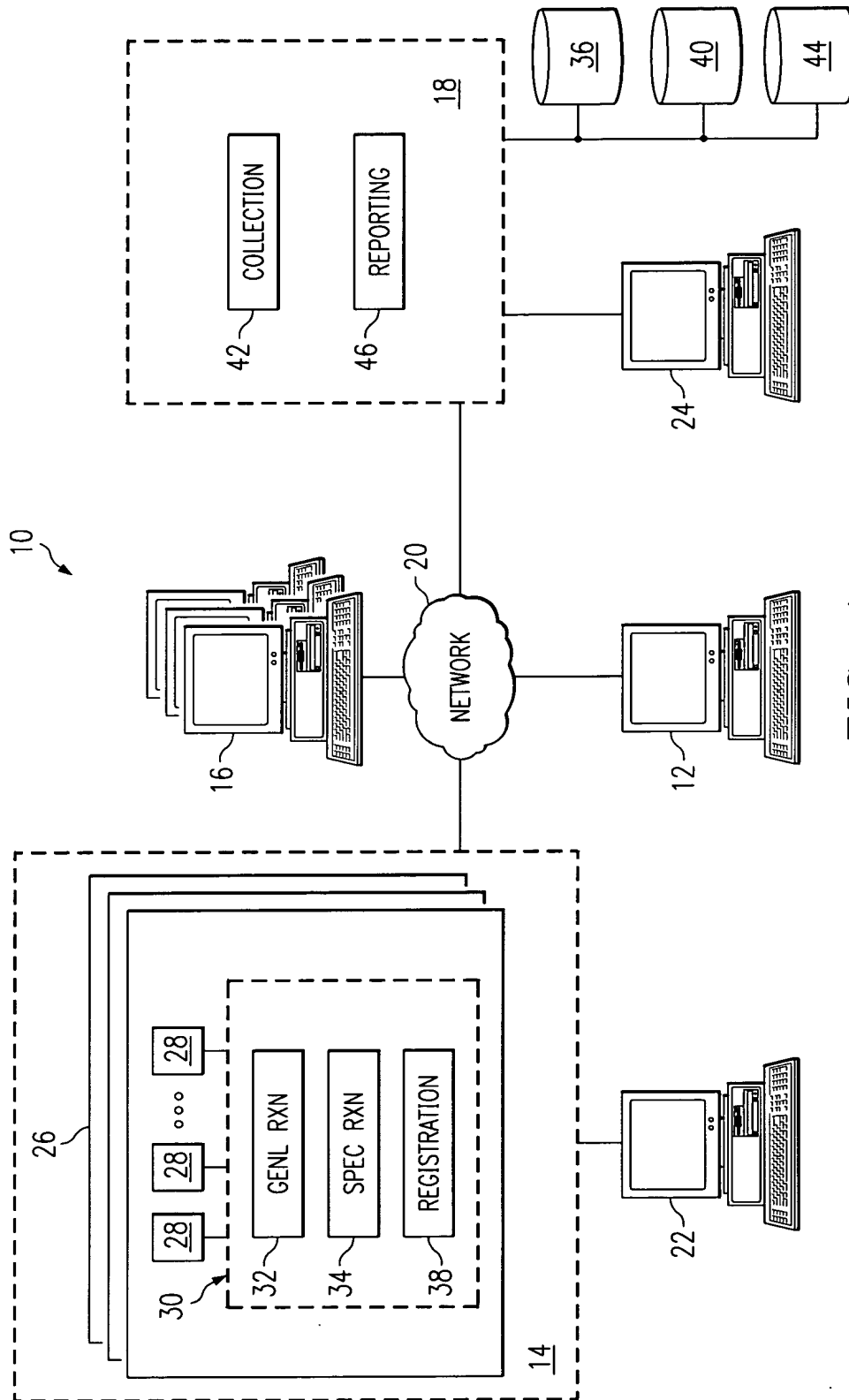


FIG. 1

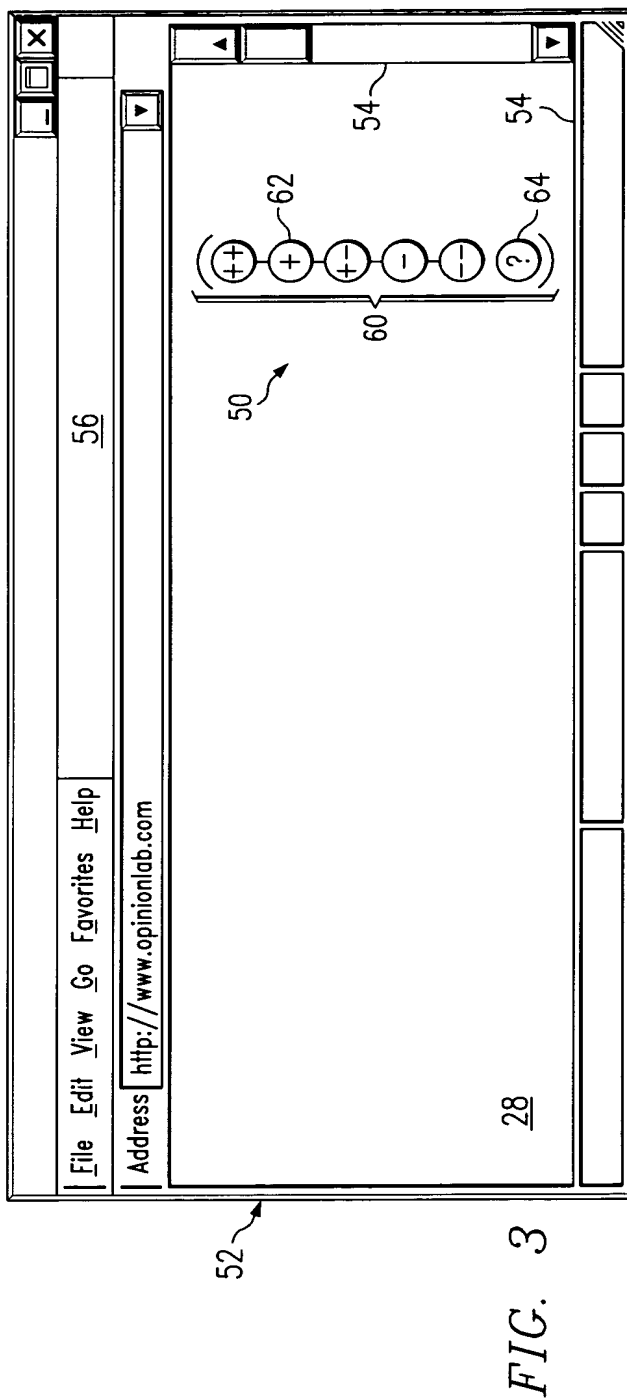
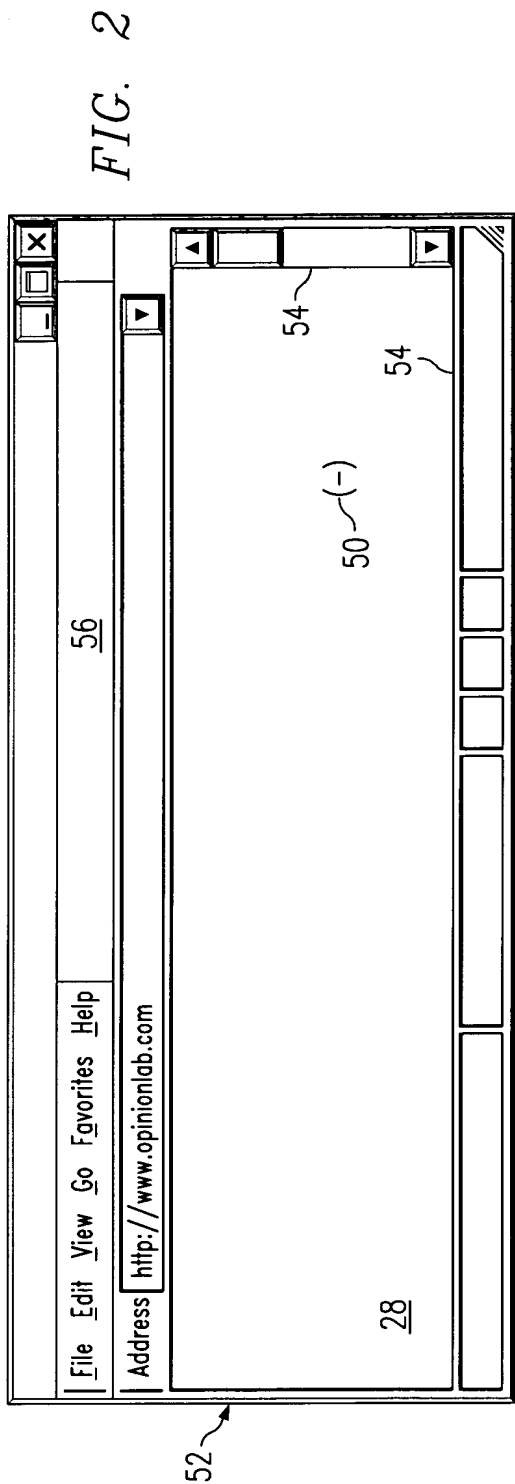


FIG. 4

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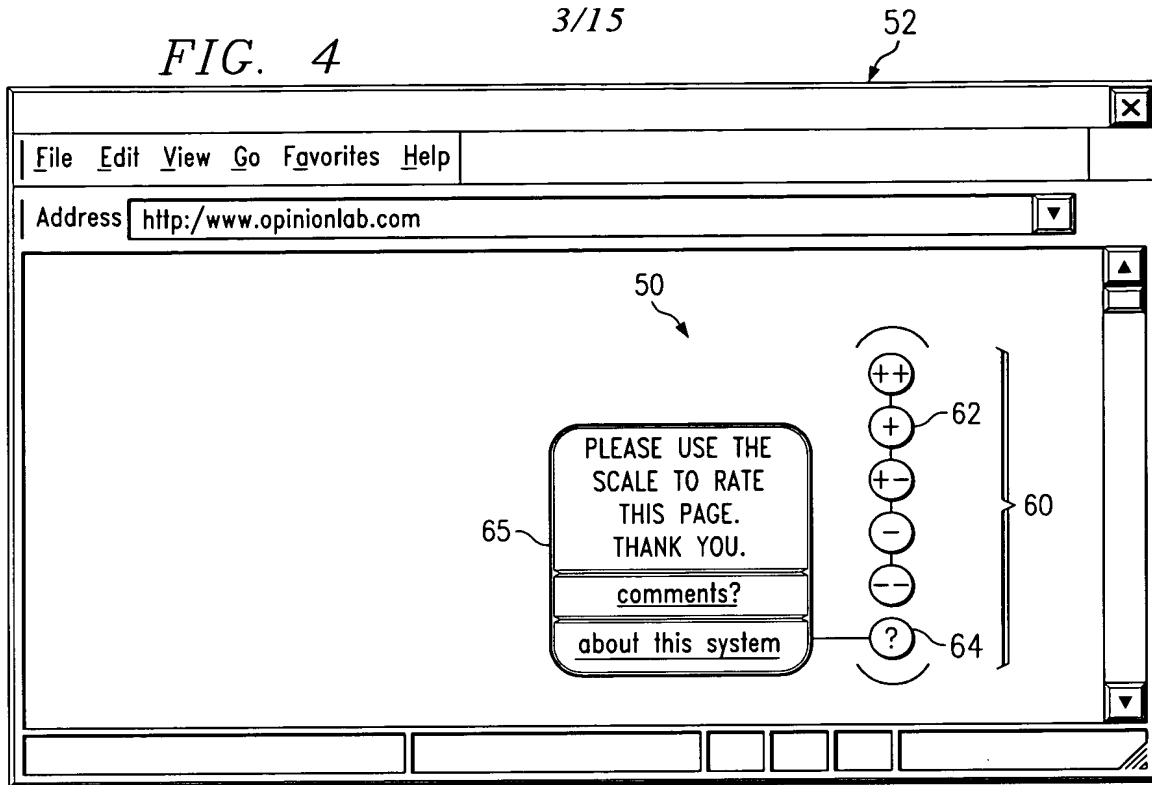
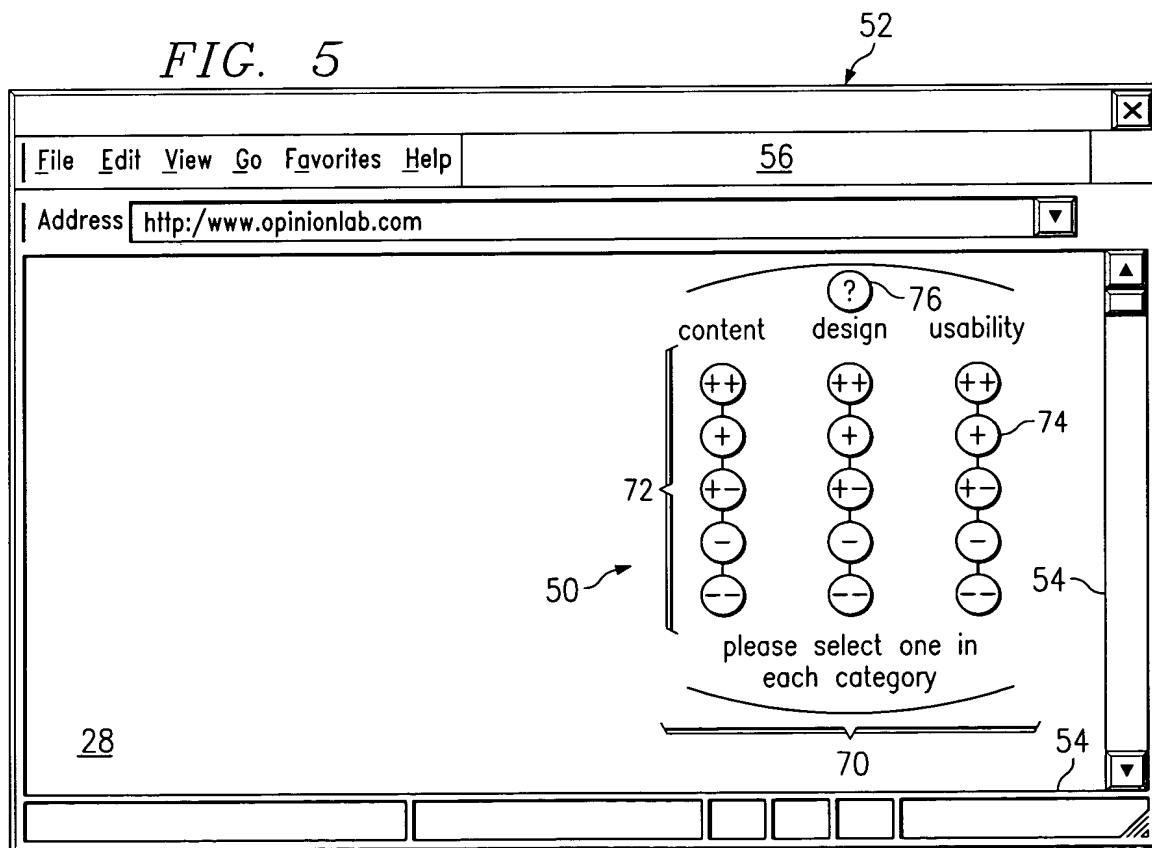


FIG. 5



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78

FIG. 6

1 COMMENTS

PLEASE ENTER YOUR COMMENTS ABOUT THIS PAGE.

CONTACT US ABOUT CUSTOMER SERVICE RELATED MATTERS

2 DETAILED PAGE RATINGS

| CONTENT               | DESIGN                | USABILITY             |
|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3 OVERALL PAGE RATING

YOU MUST CLICK AN OVERALL PAGE RATING TO SUBMIT COMMENTS. THANK YOU.

PLEASE COMPLETE OUR USER REGISTRATION

FIG. 7

User Registration

By registering, you will be able to provide more useful feedback about websites you visit. Once you complete the following information, a cookie will store an ID with your browser that will identify your demographics with the ratings you make on a particular page.

You only need to complete the following information once and it will be associated with your ratings. You will use your password to update this information online.

Name:

Password:

E-mail Address:

Gender:

Age:

Industry:

Employment Status:

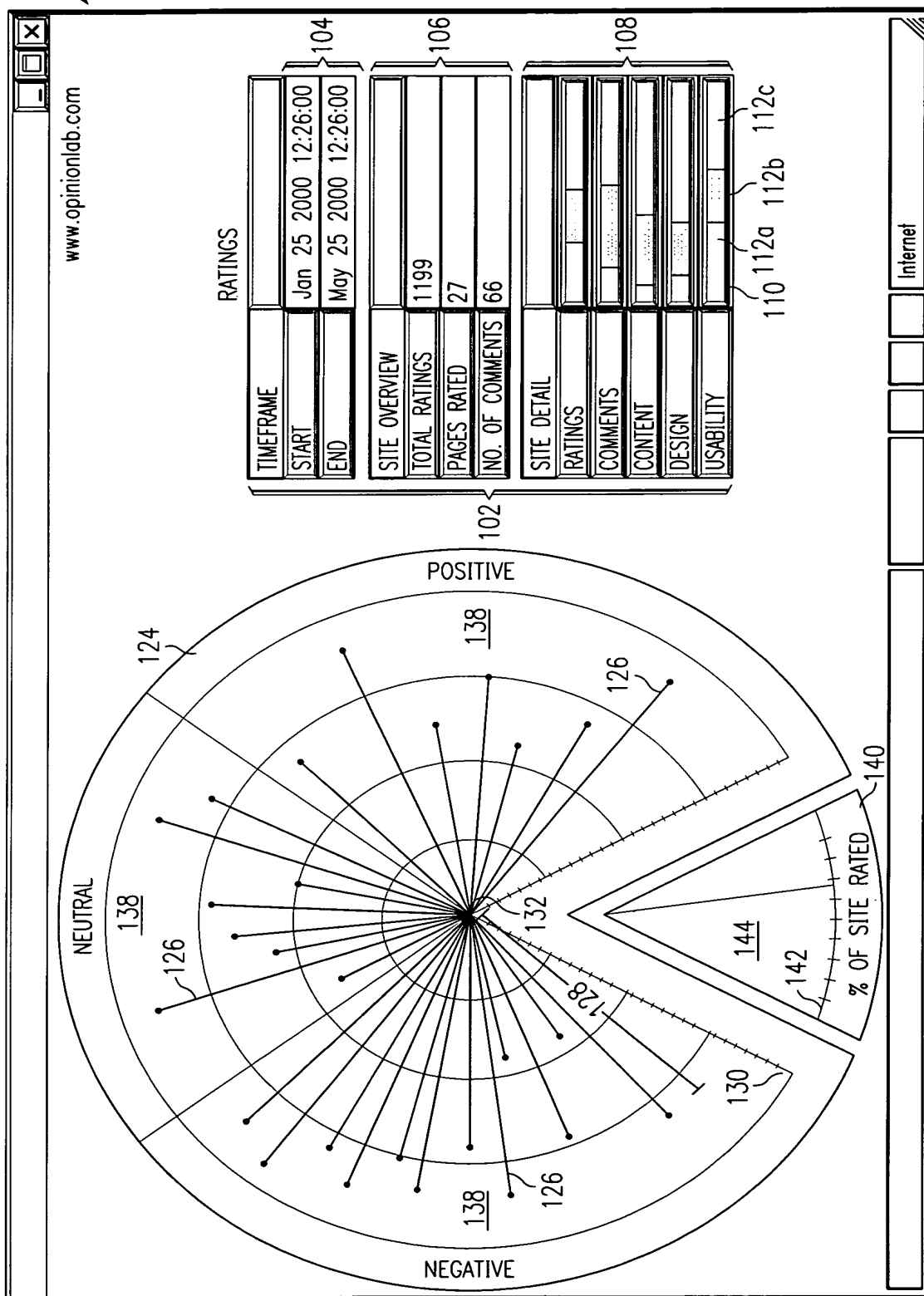


FIG. 8B

100

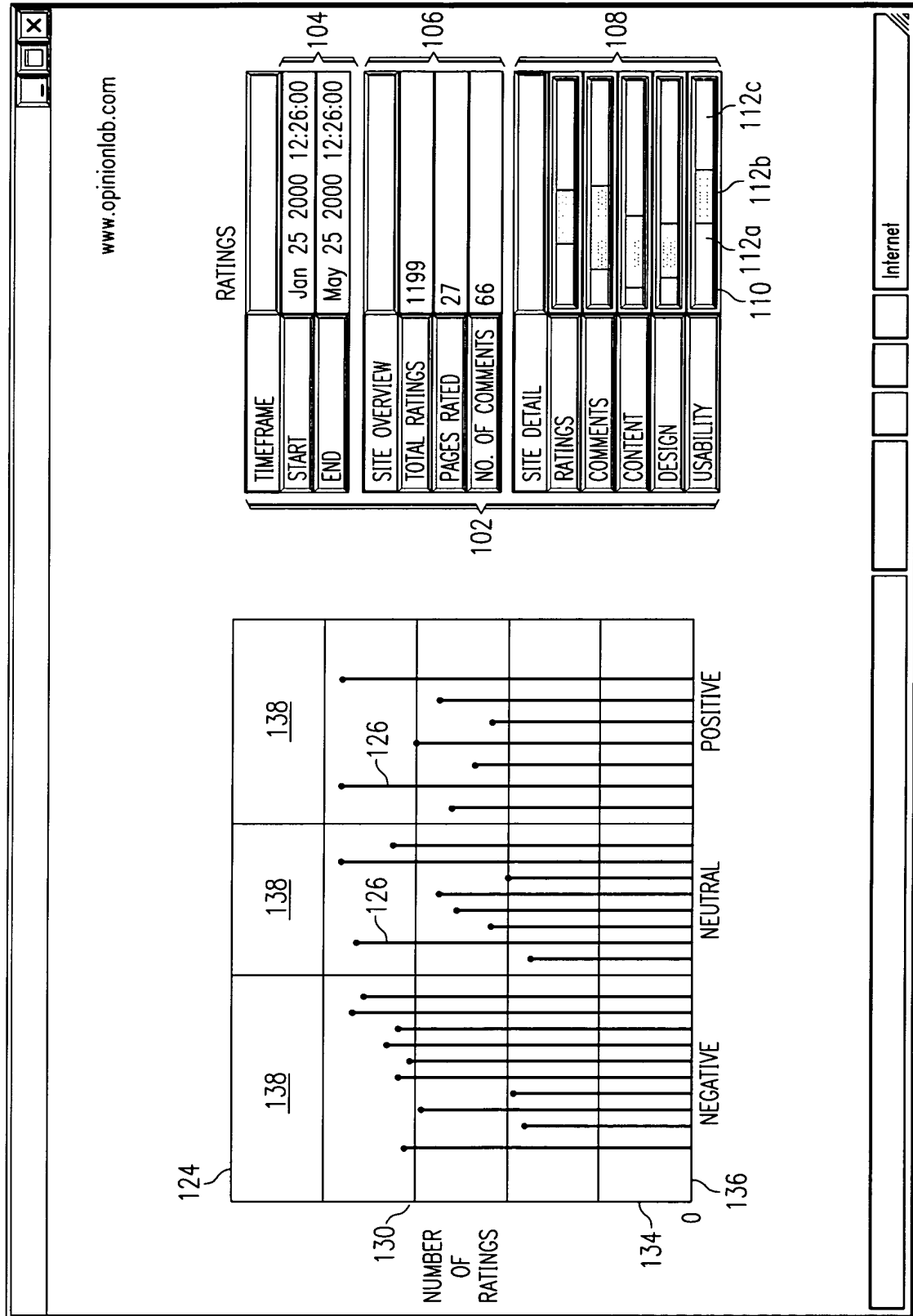
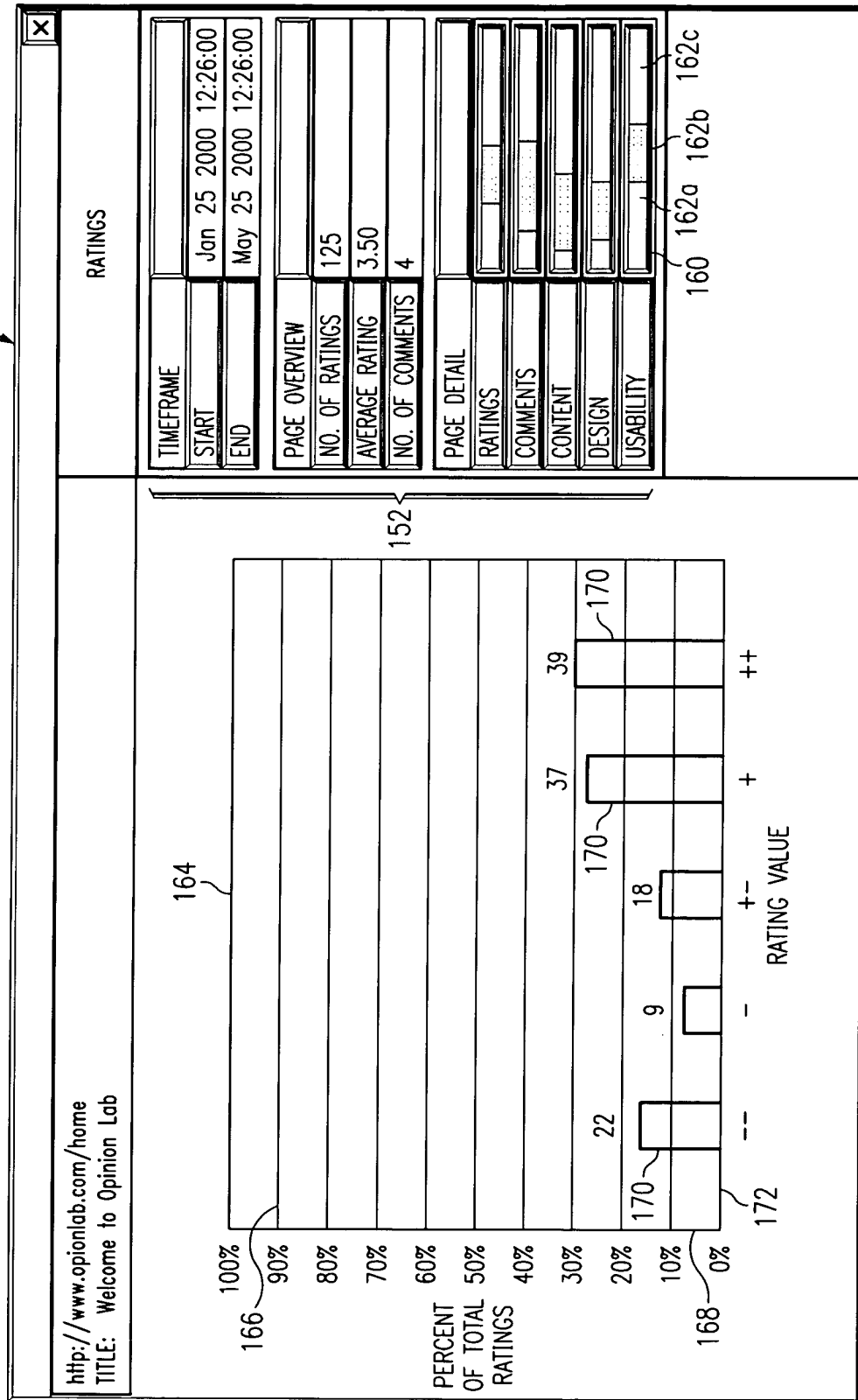
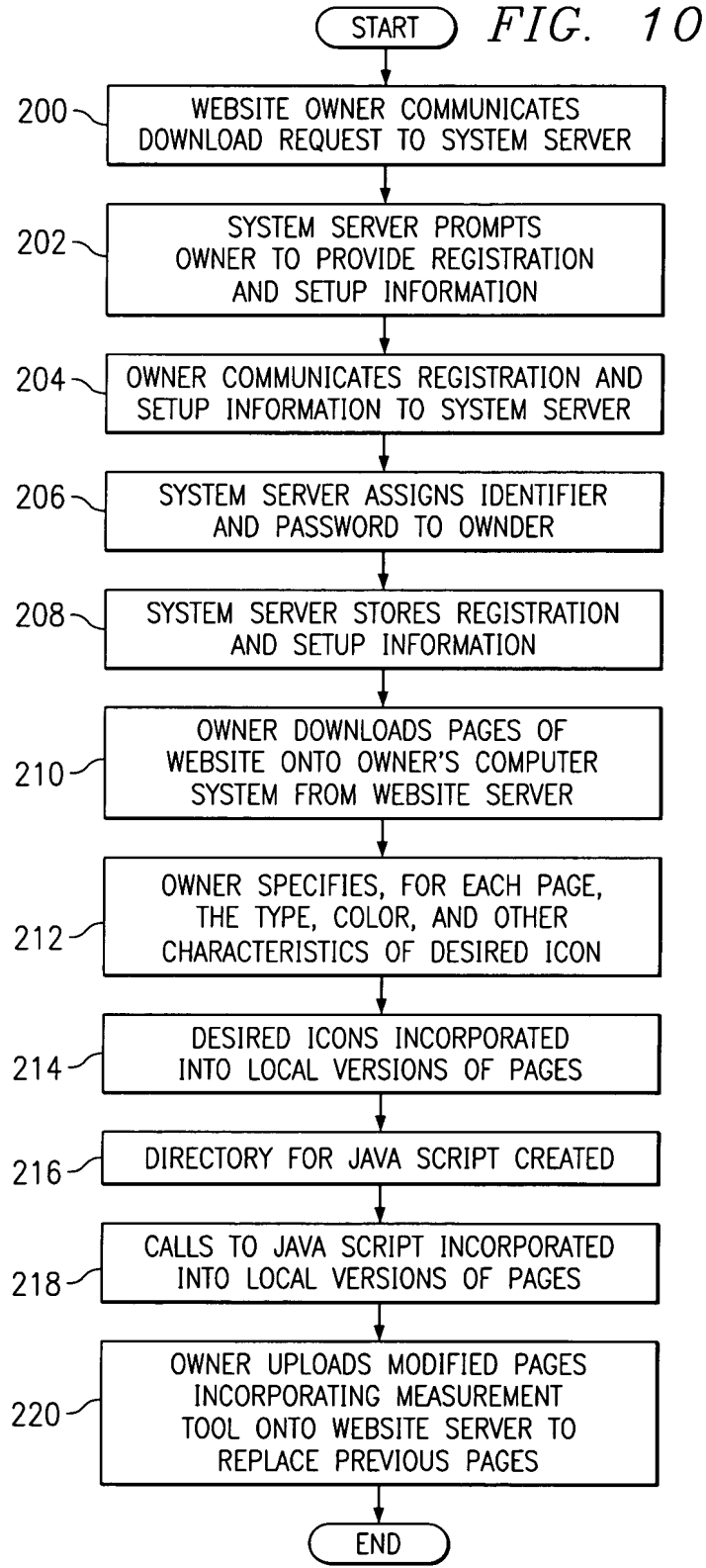


FIG. 9

150

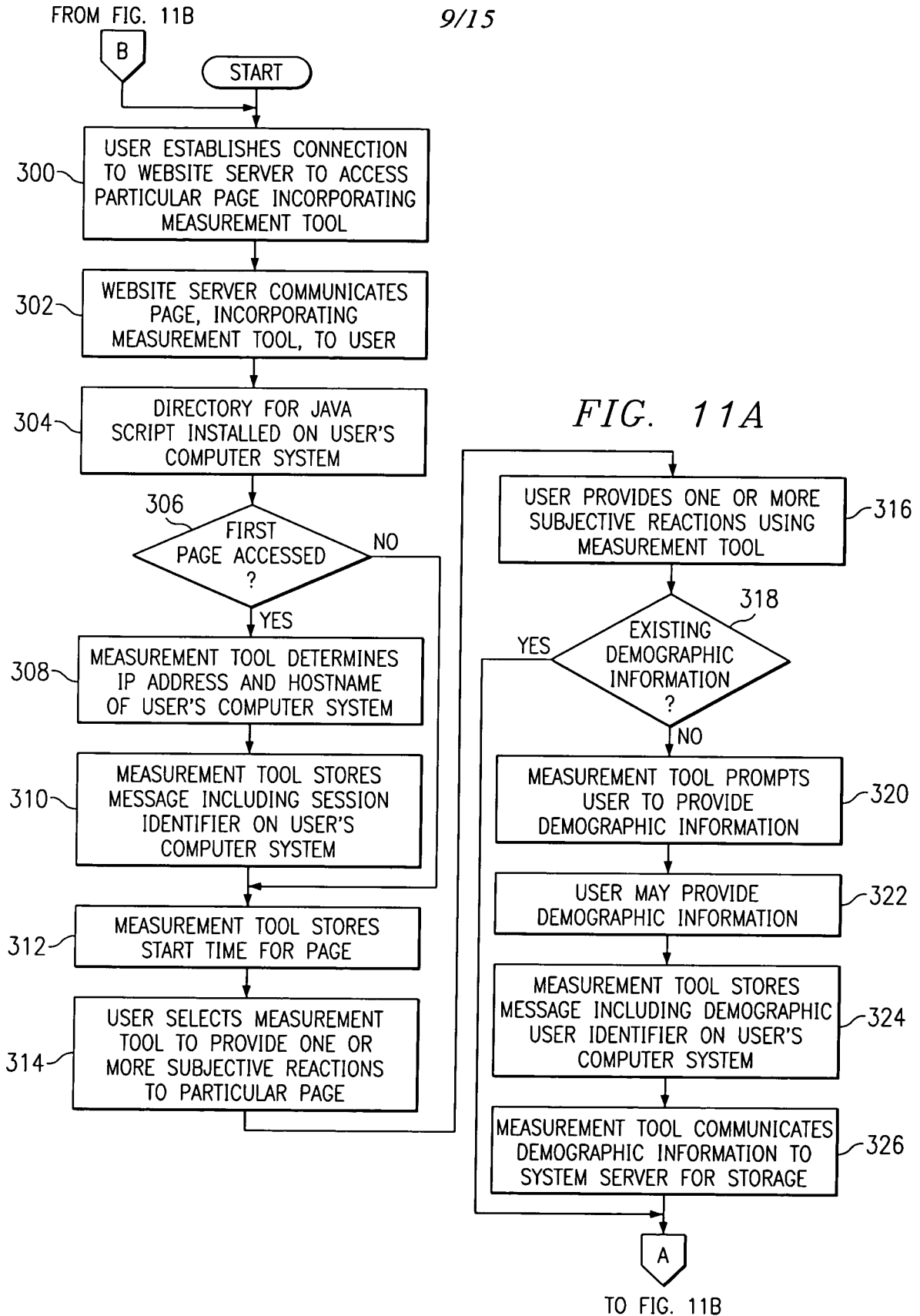


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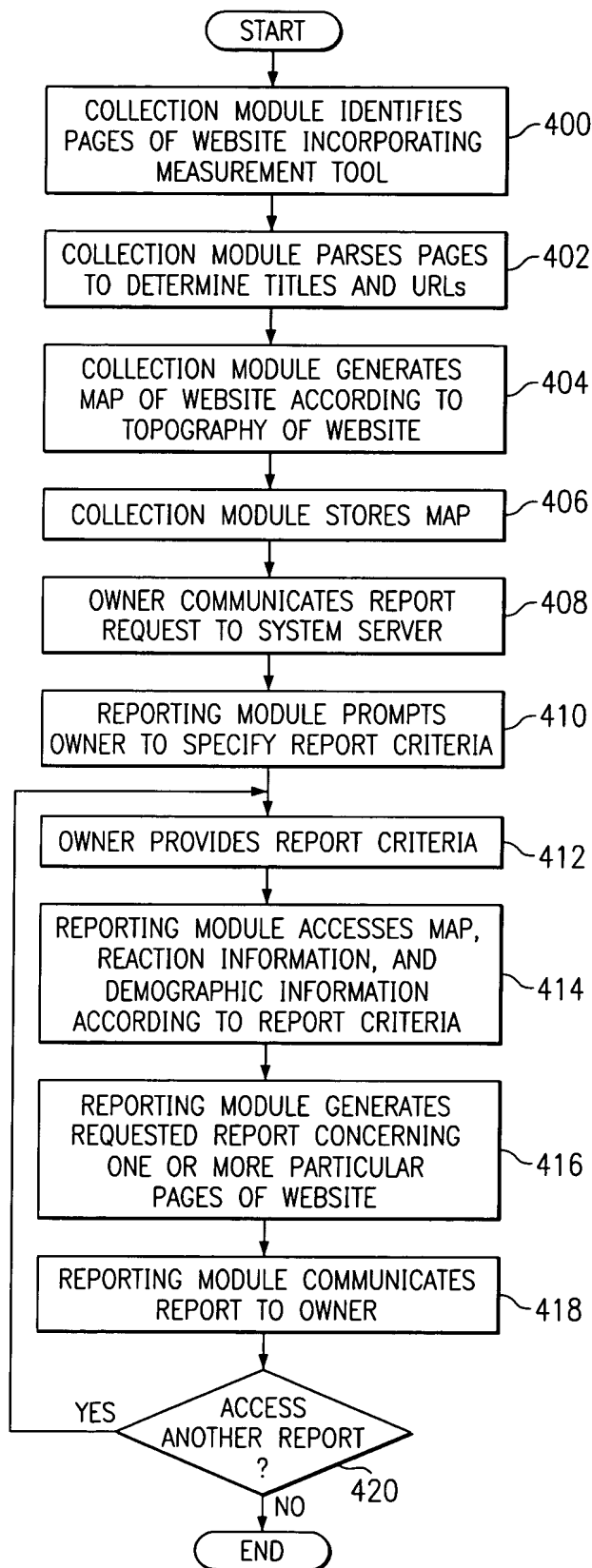
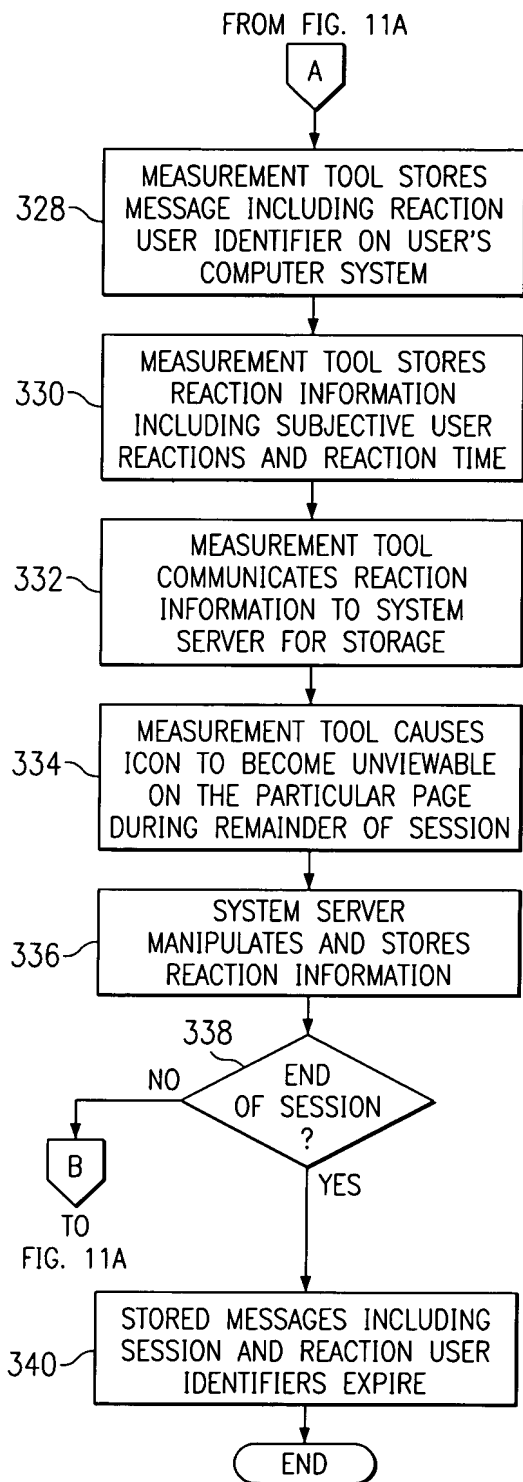
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FIG. 12

FIG. 11B



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FIG. 13

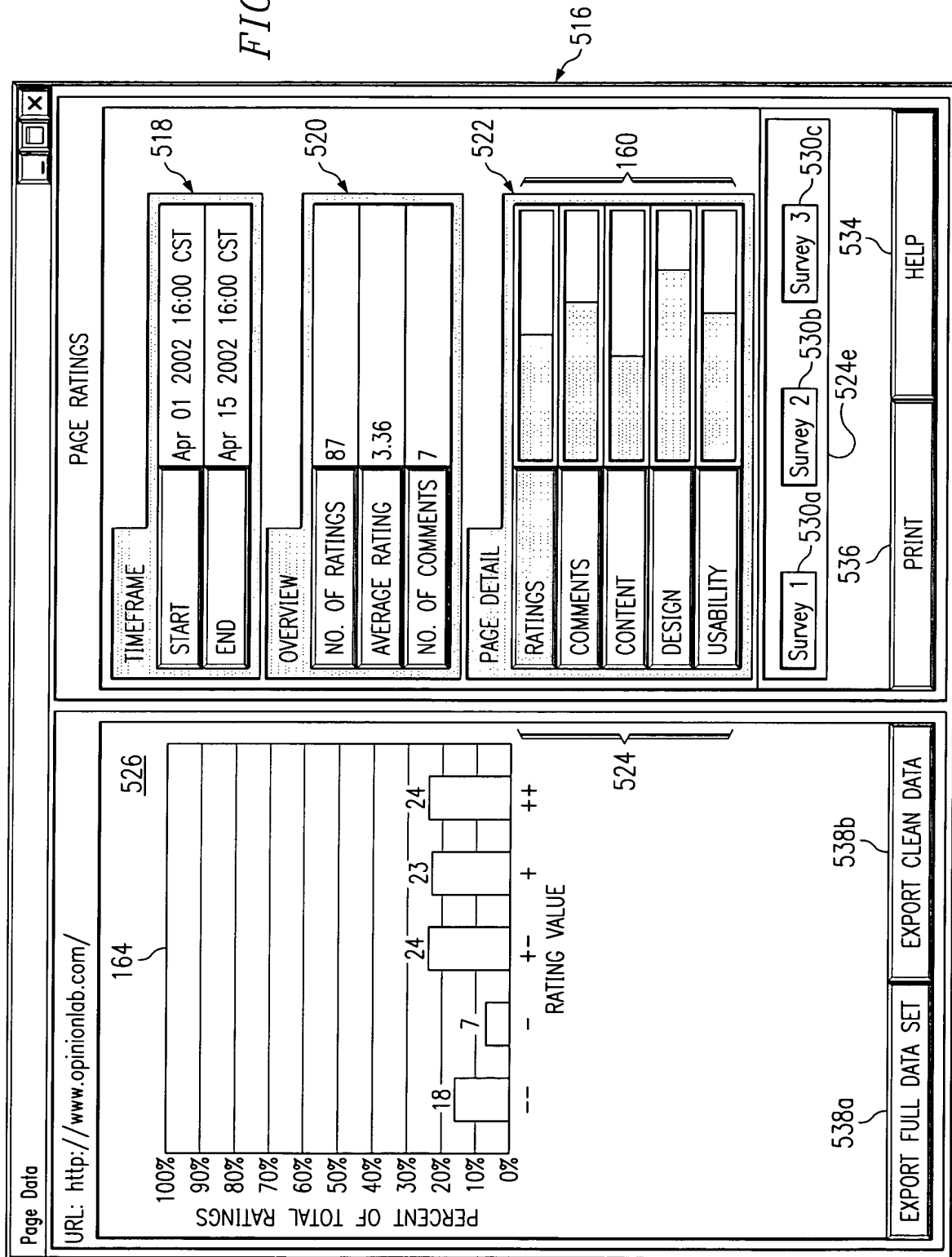
FIG. 14

FIG. 17

| Page Comments  |  | Page Ratings                                       |                          |                          |                          |                          |
|--|--|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Please enter your comments about this page   |  | Content  | Design                   | Usability                | Overall                  |                          |
| <input type="text"/><br>For customer service issues, please <a href="#">click here</a>     |  | <input type="radio"/> ++                           | <input type="radio"/> ++ | <input type="radio"/> ++ | <input type="radio"/> ++ |                          |
|  |  | <input type="radio"/> +                            | <input type="radio"/> +  | <input type="radio"/> +  | <input type="radio"/> +  |                          |
|  |  | <input type="radio"/> +-                           | <input type="radio"/> +- | <input type="radio"/> +- | <input type="radio"/> +- |                          |
|  |  | <input type="radio"/> -                            | <input type="radio"/> -  | <input type="radio"/> -  | <input type="radio"/> -  |                          |
|  |  | <input type="radio"/> --                           | <input type="radio"/> -- | <input type="radio"/> -- | <input type="radio"/> -- |                          |
| Optional Questions   |  | 79   | 72                       | 72                       | 72                       | 60                       |
| 532 { How would you rate the product descriptions in this section of the site?             |  | <input type="radio"/> --                           | <input type="radio"/> -  | <input type="radio"/> +- | <input type="radio"/> +  | <input type="radio"/> ++ |
| 532 { We recently changed the menu structure on this page. Do the links make sense to you? |  | <input type="radio"/> Yes <input type="radio"/> No |                          |                          |                          |                          |
| 532 { How many times per month do you visit our site?                                      |  | <input type="button" value="Choose one..."/>       |                          |                          |                          |                          |
|  |  | <input type="button" value="Submit"/>              |                          |                          |                          |                          |

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FIG. 15



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FIG. 16

Page Data  
 URL: <http://www.opinionlab.com/>

| DATE                     | RATING | COMMENTS  |
|--------------------------|--------|---|
| 4/1/2002<br>7:57:46 PM   | 3      | I've been trying for 20 minutes to enroll my new card which I received tonight and I keep getting the message that info doesn't match. Why don't they highlight the specific area that I am entering incorrectly. Why aren't I allowed to communicate with them unless I am a customer<br>juj0j9uj09j01 |
| 4/2/2002<br>2:43:50 AM   | 5      |   |
| 4/2/2002<br>7:39:45 AM   | 1      | THIS IS ONE OF THE WORST DESIGNS I HAVE COME INTO CONTACT WITH  |
| 4/3/2002<br>10:04:24 AM  | 3      | How do I find state highway construction projects for areas that I am planning travel? note not interstates but state hways.  |
| 4/5/2002<br>12:09:00 AM  | 4      | Although I couldn't find the 'Patches' for Wins 95 re: PMaker 5-Each page here I'd rate ++ or +   |
| 4/11/2002<br>4:45:50 AM  | 3      | Where is Cursor Street?   |
| 4/12/2002<br>10:27:53 AM | 1      | Just testing please ignore...   |
| 4/14/2002<br>4:06:40 AM  | 5      | Great software you have got there. I have started to realize it's potential after I installed it on my web site.  |

EXPORT FULL DATA SET 538a EXPORT CLEAN DATA 538b

526

528

524

516

PAGE COMMENTS

TIMEFRAME

|       |                       |
|-------|-----------------------|
| START | Apr 01 2002 16:00 CST |
| END   | Apr 15 2002 16:00 CST |

OVERVIEW

|                 |      |
|-----------------|------|
| NO. OF RATINGS  | 7    |
| AVERAGE RATING  | 3.36 |
| NO. OF COMMENTS | 7    |

PAGE DETAIL

|           |  |
|-----------|--|
| RATINGS   |  |
| COMMENTS  |  |
| CONTENT   |  |
| DESIGN    |  |
| USABILITY |  |

Survey 1 Survey 2 Survey 3

536 534

PRINT HELP



FIG. 19

